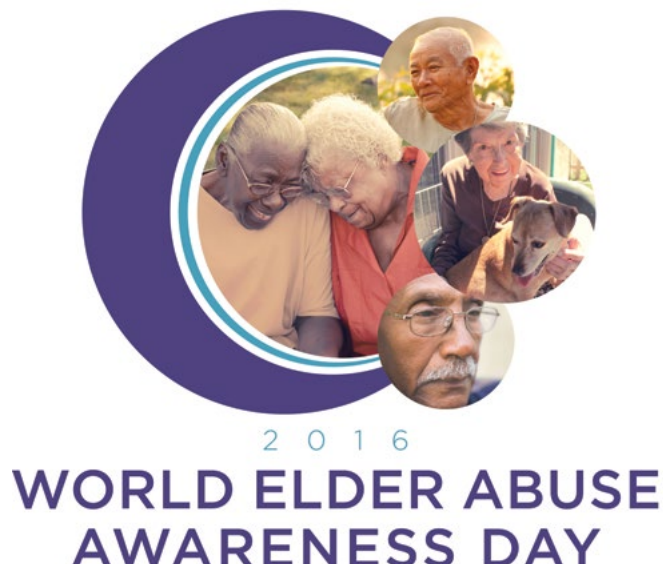


USING SOCIAL MEDIA TO PROMOTE WEAAD 2016



Want to help spread the word about World Elder Abuse Awareness Day (WEAAD)? Using social media is an excellent way to engage your community around this important and timely subject. Below are some ways to use social media to promote WEAAD.

Ways to use social media to promote WEAAD:

- Share and/or create posts on sites like Facebook, Twitter, and Instagram that help promote WEAAD. These posts could be about a WEAAD event you are hosting, other WEAAD events you are interested in, elder abuse prevention in general, or any other content related to WEAAD.
- Use the hashtag **#WEAAD2016** in your posts. The more people sharing this hashtag, the more powerful our movement can be!
- Make a Facebook ad promoting WEAAD 2016
- Join the WEAAD Twitter Chat taking place on Thursday, **April 21, from 11:00 am-12:00 pm PST/ 2:00 pm-3:00 pm EST** by following the hashtag #NCEAnow and joining the discussion. This chat is being hosted by the Administration on Community Living and the National Center on Elder Abuse.
- Follow @NCEAatUSC on Twitter and “like” the NCEA’s Facebook page at www.facebook.com/NationalCenteronElderAbuse to stay updated on WEAAD activities

Tips for composing effective posts on social media:

- Have a clear and concise message.
- The best posts are a call to action. Turn your followers into effective advocates by giving them a clear action to take.
- On Twitter, Spell out the word ‘retweet’ if you want others to share your post. This practice has been found to be more effective than typing ‘RT’.
- When retweeting or reposting, add value to the post by adding your own commentary, or add a link to additional media on the subject.
- Use popular hashtags, but use them in moderation. Using more than two hashtags can muddle your message and is not recommended.
- Add something visual to your post to increase interest. A photo, link with a thumbnail, or video can generate significantly more attention. Check out the logos and images from our tools & tips section: <http://www.acl.gov/newsroom/observances/WEAAD/Tools-Tips-Resources/Index.aspx>



FACEBOOK

Facebook has expanded its features over the years to include the ability to follow organizations, and public figures, but it still maintains a more personal, somewhat slower-paced user environment. Posts can be a little longer, and have more conversation and engagement associated with them. Facebook now uses hashtags too, but when you search hashtags you are limited to seeing only results from within your own network. This year the NCEA will be hosting a 4 week countdown to WEAAD 2016 on Facebook from May 19, 2016 through June 15, 2016, in which information will be shared on research, policy, direct services, and education.

Sample Facebook Posts:

- June 15th is World Elder Abuse Awareness Day. Each year, an estimated 5 million older persons are abused, neglected, and exploited. In addition, elders throughout the United States lose an estimated \$2.6 billion or more annually due to elder financial abuse and exploitation. Take action! #WEAAD2016 www.acl.gov/weaad
- Did you know that 1 in 10 American elders are being abused, neglected, or exploited every year? It is a secret national shame. Want to be part of the solution? June 15th is World Elder Abuse Awareness Day. For one day, take one action to raise awareness. Invite a friend to like our page: www.facebook.com/NationalCenteronElderAbuse and follow this link www.acl.gov/weaad to learn other easy steps that you can take. #WEAAD2016
- Today I am wearing a purple ribbon to honor survivors of elder abuse and taking to Facebook to raise awareness. Won't you join me? What are you doing to commemorate WEAAD? #WEAAD2016
- Curious to know what people are doing to commemorate World Elder Abuse Awareness Day? Visit www.acl.gov/weaad to search for events all over the US, add your own event or activity, and sign up to be a WEAAD collaborator. #WEAAD2016
- Every year 5 million elders are abused in the US alone. It doesn't have to be this way. There are many ways to make a difference. Check on the older adults in your family or community. Call your county Adult Protective Services if you suspect abuse, or neglect. Give a caregiver a couple of hours off. Talk to your friends about elder abuse. One person can make a difference. One person can save a life. Learn more: <http://www.acl.gov/weaad>
- Did you know that neglect is the most common form of elder abuse? Be an advocate for one day and help protect vulnerable adults. Learn more: <http://www.acl.gov/weaad> #WEAAD2016
- Have you known anyone who has been the victim of elder abuse? I have. It happens more often than you would like to think. In fact, 1 in 10 elders are abused in the US every year. Do you have a story? Share it to help raise awareness about abuse and to help prevent abuse from happening to others. Learn more: <http://www.acl.gov/weaad> #WEAAD2016



TWITTER

Twitter is a fast paced social network where users share brief posts that usually accompany photos, links, and/or hashtags. What are hashtags? Using the # symbol, or hashtag, makes the word or phrase that comes afterward searchable. It is a great way to enter or create a larger conversation. Remember that Twitter posts may contain a maximum of 140 characters.

Sample Twitter Posts:

- #WEAAD2016 is June 15, 2016. How will you get involved? www.acl.gov/weaad
- Save the Date! #WEAAD2016 is June 15, 2016!
- Take a stand against elder abuse! #WEAAD2016 www.acl.gov/weaad
- Each year, an estimated 5 million older persons are abused, neglected, and exploited. Take action! #WEAAD2016 www.acl.gov/weaad
- Protecting our elders begins at home. Check on the older adults in your life today! #WEAAD2016 <http://www.acl.gov/weaad>
- Submit your World Elder Abuse Awareness Day event today! www.acl.gov/weaad #WEAAD2016

Sample WEAAD Social Media Posts in Spanish:

- #WEAAD2016 será el 15 de Junio, 2016. ¿Que hará usted? <http://www.acl.gov/weaad>
- ¡Guarda la fecha! #WEAAD2016 será el 15 de Junio, 2016. <http://www.acl.gov/weaad>
- Cada año, un estimado 5 millones de personas mayores son abusados. ¡Toma acción! #WEAAD2016 <http://www.acl.gov/weaad>